

Lee's FCC opts for Rosslyn □ Public broadcasting's
new fiscal peril □ A special report on cable advertising

Broadcasting Feb 16

The News Magazine of the Fifth Estate □ Vol. 100 No. 7

Our 50th Year □ 1981

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The First
50
Years Of
Broadcasting

1948
□
PAGE 103

The Week in Brief

TOP OF THE WEEK

LEE MOVES FAST □ Senior Republican takes over FCC helm but says he won't rock the boat as Ferris slows pace to retirement. **PAGE 27.**

ROSSLYN, HO! □ FCC move to Virginia on again, but no one is packing bags yet. **PAGE 28.**

TIGHTER REIN □ Broyhill bill would put FCC reauthorization on three-year basis and accord Commerce Committees more supervisory control. Goldwater will offer companion legislation. **PAGE 29.**

1,125-LINE TV □ That's high-resolution television picture NHK demonstrates at SMPTE to much applause. **PAGE 30.**

RETREAT AT FTC. □ Agency withdraws proposal to make over-the-counter drug ads say what labels say. **PAGE 33.** But in same week FTC judge orders Sterling Drug to prove claims made in nonprescription drug copy and identify aspirin content. **PAGE 52.**

SPECIAL REPORT

ADVERTISING ON CABLE □ It's still in its infancy, but represents a growing blip on media radar. Bigger numbers and specific audiences already are beginning to draw sponsors. Here's how those involved in trend assess it. **PAGE 37.**

LAW & REGULATION

POLITICAL GROUND RULES □ FCC wants Hill to make changes in laws, especially on how 315 applies to debates and interview shows. Another look at cable's status is also suggested. **PAGE 48.**

CNN WINS FIGHT □ Turner service will get permanent home on RCA transponder under order of federal judge. **PAGE 50.**

PROGRAMMING

ABC PILOTS □ With eye on threat of writers' strike, network announces four new shows already in production for more immediate use, plus 20 prime-time projects for fall consideration. **PAGE 54.**

BUSINESS

FINE TUNING FOR FUTURE □ Broad Street's Geismar sees telco as best equipped for cable distribution and says only time will tell if deregulation really means re-regulation. **PAGE 70.**

JOURNALISM

RAVES FOR REAGAN □ Reviews give President good marks for first TV address since inauguration day. **PAGE 75.**

LESS EARNINGS FOR CBS □ Net income lags for 1980, despite increase in revenues. Election year program costs and economy's downturn contribute to Broadcast Group slump. **PAGE 80.**

TECHNOLOGY

PLAY IT AGAIN, UNCLE SAM □ Thanks to FCC second thoughts, proponents of various AM stereo systems file more evidence to back claims of having best system. **PAGE 84.**

MEDIA

NEW STRIPES □ CBS/Broadcast Group realigned with TV stations, radio and cable reporting to Leahy. It also means promotions for Derrough, Joyce, Mater, Geer, Pilson and Miller. **PAGE 86.**

DSA WINNER MADSEN □ NAB's highest award will go to Bonneville president who has advanced new technology, First Amendment rights and international services. **PAGE 94.**

1948

THE 'BROADCASTING' YEARS □ Election time brought renewed demands for lifting of Mayflower ban on editorializing. While that review was in progress, the FCC ruled broadcasters could not censor political broadcasts. In 1948, TV made its biggest splash with convention and election coverage. And in radio, network talent raids made headlines. **PAGE 103.**

PROFILE

LION IN DANIELS DEN □ Sixteen years ago, John Saeman tried to sell programming to Bill Daniels; instead, Daniels & Associates bought the salesman. It was a turning point for Saeman, now D&A president and dominant figure in NCTA and C-SPAN activity. **PAGE 129.**

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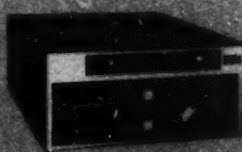
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Ratings Roundup

With local rating surveys now under way, the television networks have begun to roll out their artillery of specials and big-name movie titles in hopes of beefing up the numbers for their affiliates. Nightly sweep skirmishes started Feb. 4 for Arbitron and a day later for Nielsen, with the first major battle coming Sunday, Feb. 8.

"Sunday Night at the Sweeps" pitted the opening episode of ABC-TV's *East of Eden* mini-series against CBS-TV's Burt Reynolds film, "Hooper," and NBC-TV's made-for-TV *Kent State*. When the dust settled, CBS was victorious, earning a 29.2 rating and 41 share with "Hooper"; ABC proved a strong second with part one of its adaptation of the John Steinbeck novel (23.6/34), and NBC was left with a meager 12.1/17.

It was in that same order that the networks finished the week ended that night (Feb. 8). CBS continued its lock on first place in the prime-time ratings with a 20.8/32. ABC pulled itself up from its basement position for the past few weeks and earned second with a 19.5/30 while NBC, for that week at least, lost the promise it seemed to be showing and drew only a 16.9/25.

During the week, CBS took Monday, Thursday, Friday and Sunday; ABC won Tuesday and Saturday, and it was NBC on Wednesday.

Of the new series premieres that week, NBC fared well Friday at 8:30 p.m. with *The Brady Brides* (19.9/31) building from its *Harper Valley* lead-in (19.4/30).

CBS's new *Concrete Cowboys* Saturday at 10 p.m. scored a 16.2/29 against ABC's *Fantasy Island* (19.3/34) and seemed to knock some of the steam out of NBC's *Hill Street Blues* (12.5/22), which also was hindered by its *Walking Tall* lead-in at 9 p.m. (14.3/23).

Among the week's special programming, highest rated after "Hooper" was CBS's *Lily* (Tomlin): *Sold Out* (24.7/38).

The First 20

1. <i>Dallas</i>	CBS	31.6/50
2. <i>Dukes of Hazard</i>	CBS	29.7/45
3. "Hooper"	CBS	29.2/41
4. <i>M*A*S*H</i>	CBS	28.7/39
5. <i>60 Minutes</i>	CBS	28.3/42
6. <i>Real People</i>	NBC	25.7/38
7. <i>Diff'rent Strokes</i>	NBC	25.7/37
8. <i>Lily: Sold Out</i>	CBS	24.9/38
9. <i>Love Boat</i>	ABC	24.8/40
10. <i>Three's Company</i>	ABC	24.3/36
11. <i>Facts of Life</i>	NBC	24.1/35
12. <i>Too Close for Comfort</i>	ABC	23.9/35
13. <i>House Calls</i>	CBS	23.8/34
14. <i>Little House on the Prairie</i>	NBC	23.8/33
15. <i>East of Eden</i> (mini-series, part I)	ABC	23.6/34
16. <i>Hart to Hart</i>	ABC	23.0/37
17. <i>Happy Days</i>	ABC	21.9/32
18. <i>That's Incredibly</i>	ABC	21.3/30
19. <i>The Waltons</i>	CBS	21.7/32
20. <i>Quincy, M.E.</i>	NBC	21.1/33

The Final Five

60. <i>Hill Street Blues</i>	NBC	12.5/22
61. <i>Kent State</i>	NBC	12.1/17
62. <i>Nero Wolfe</i>	NBC	11.2/17
63. <i>Ladies Man</i>	CBS	10.8/17
64. <i>NBC Reports: Who will Defend America?</i>	NBC	8.5/14

30-second TV commercial most frequently used

For the 11th consecutive year, the 30-second television commercial in 1980 was the most frequently used length, accounting for more than 85% of both network and nonnetwork activity, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports' annual figures derived from one-week-per-month monitoring of the top 75 markets, the compilation shows that 30-second use rose by 4.6% over 1979 on the nonnetwork side and by 6.1%.

The runner-up position for nonnetwork went to the 10-second length at 7.8%, down from 8.2% in 1979. In third place was the 60-second announcement, represent-

ing 3.9% (no comparison can be made with 1979 because before 1980, 60's were included with 90 seconds and 120 seconds).

Behind the 30-second length on the network level were the 60-second piggyback, amounting to 9.8%, down from 11.1%, and the 60-second commercial at 2.1%, down from 2.8%. Piggybacks of more than 60 seconds accounted for 1.4%, up .2%.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Adams-Russell.....	3 mo. 1/4	\$10,663,000	+23.8	\$814,000	+53.9	25	\$7,968,000	\$529,000	19
Chris-Craft Industries.....	3 mo. 11/30/80	17,129,000	+13.4	2,356,000	-45.1	69	15,108,000	4,284,000	1.34
Walt Disney Productions.....	3 mo. 12/31/80	203,510,000	+ 9.7	25,945,000	+ 1.1	80	185,483,000	25,653,000	79
General Electric.....	yr. 12/31/80	24,980,000,000	+11.1	1,514,000,000	+ 7.4	6.65	22,460,000,000	1,409,000,000	6.20
General Instrument.....	39 wk. 11/30/80	618,628,000	+20.4	49,271,000	+34.4	5.52	513,604,000	36,660,000	4.26
Gulf + Western.....	3 mo. 10/31/80	1,363,640,000	- 0.6	76,561,000	+12.3	1.00	1,372,511,000	68,143,000	1.17
Harris Corp.....	6 mo. 12/26/80	734,195,000	+26.2	54,949,000	+53.1	1.79	581,653,000	35,899,000	1.19
Marvin Josephson Associates.....	6 mo. 12/31/80	19,247,100	- 0.7	1,940,000	-20.8	79	19,394,200	2,450,000	95
Lee Enterprises.....	3 mo. 12/31/80	40,316,000	+ 9.8	4,814,000	+ 7.3	67	36,723,000	4,484,000	62
MCI Communications.....	9 mo. 12/31/80	162,428,000	+61.0	13,214,000	+62.4	13	100,905,000	8,138,000	10
Media General.....	yr. 12/31/80	332,460,000	+18.4	28,293,000	+11.2	3.91	280,643,000	25,440,000	3.42
Meredith Corp.....	6 mo. 12/31/80	194,621,000	+14.0	14,370,000	+30.8	4.85	170,780,000	10,983,000	3.53
Microdyne Corp.....	yr. 11/2/80	23,715,000	+35.5	3,207,000	+ 8.8	1.16	17,498,000	2,948,000	1.18
Multimedia.....	yr. 12/31/80	163,625,000	+22.6	21,618,000	+14.5	2.15	133,487,000	18,876,000	1.87
New York Times Co.....	9 mo. 9/30/80	530,866,000	+14.0	29,869,000	+20.5	2.48	468,998,000	24,781,000	2.09
A.C. Nielsen Co.....	3 mo. 11/30	135,549,000	+18.9	7,437,000	- 1.2	66	114,013,000	7,528,000	67
Outlet Co.....	9 mo. 10/30/80	91,851,000	+14.9	-37,022,000	...	-14.93	80,230,000	253,000	- 15

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Sacramento-Stockton-Modesto major television market, to add three San Francisco network affiliates. Big Valley is currently authorized to carry signals of 16 television stations, including three local network affiliates, KCRA-TV (NBC) and KXTV-TV (CBS) Sacramento, and KQVR-TV (ABC), Stockton. Two Sacramento affiliates opposed Big Valley's request to carry San Francisco affiliates, as did KTXL, a Sacramento independent. FCC found the effect on local stations of San Francisco stations' carriage would be minimal and, in fact, only KQVR's 35-mile protected zone encompassed the cable communities. Action Feb. 6.

■ The FCC has found that Cablevision Inc., operator of cable television system at Alma, St. Louis, Breckenridge, and Ithaca, Mich., violated several FCC rules in transferring carriage of Bay City station WNEM-TV from cable Channel 5 to Channel 20. Commission directed its Cable Television Bureau to issue monetary forfeiture notice to Cablevision. In response to petition for declaratory ruling by Meredith Corporation, licensee of WNEM-TV, the FCC found Cablevision's voluntary transfer of WNEM-TV from carriage on cable channel 5 to channel 20 last June violated rules requiring a significantly viewed station to be carried at that station's request on the channel number on which station is transmitting, except where technically infeasible. Although Cablevision continued to carry WNEM-TV after June 20, 1980, it did so on channel that was not unrestrictedly available to its subscribers since converter needed to receive new channel position for WNEM-TV was provided only if subscribers requested it, FCC said. Such carriage of mandatory signal violates the signal carriage rules, as well as on-channel carriage rule. Action Feb. 4.

Allocations

Grants

- McNary and Whiteriver, Ariz.—In response to a petition by The White Mountain Apache Tribe of Arizona proposed reassigning 88.1 mhz from McNary to Whiteriver as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-31). Action Jan. 22.
- San Luis Obispo, Calif.—Assigned 98.1 mhz to San Luis Obispo as its third FM assignment, effective March 23. (BC Doc. 80-122). Action Jan. 28.
- Temecula, Calif.—In response to a petition by Valley Public Radio, Inc. proposed assigning 88.9 mhz to Temecula as its first noncommercial FM assignment, comments due March 23, replies April 13. (BC Doc. 81-22). Action Jan. 22.
- Augusta, Ga.—In response to a petition by Santee-Cooper Broadcasting Co. proposed assigning 98.3 mhz to Augusta as its fifth FM assignment, comments due March 23, replies April 13. (BC Doc. 81-35). Action Jan. 22.
- Osceola, Iowa.—In response to a petition by M.W. Jack Beaman proposed assigning 107.1 mhz to Osceola as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-29). Action Jan. 22.
- Hoisington, Kan.—In response to a petition by Heart of Kansas Radio Inc. proposed substituting 100.7

mhz for 100.9 mhz at Hoisington, comments due March 23, replies April 13. (BC Doc. 81-36). Action Jan. 22.

- Liberal, Kan.—In response to a petition by Lawrence E. Steckline proposed replacing 99.3 mhz with 101.5 mhz and replacing 105.5 mhz with 107.5 mhz at Liberal, comments due March 23, replies April 13. (BC Doc. 81-37). Action Jan. 22.
- Alameda and Albuquerque, N.M.—Assigned 103.3 mhz to Albuquerque, as its eighth FM assignment, effective March 23. (BC Doc. 80-160). Action Jan. 22.
- Carthage, N.Y.—In response to petition by Inter-Country Broadcasting Corporation proposed assigning 103.1 mhz to Carthage as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-30). Action Jan. 22.
- Allendale, S.C.—Assigned 93.5 mhz to Allendale as its first FM assignment, effective March 23. (BC Doc. 80-131). Action Jan. 22.
- Elkins, W.Va.—In response to a petition by Marja Broadcasting Corporation proposed assigning 99.3 mhz to Elkins as its second FM assignment, comments due March 23, replies April 13. (BC Doc. 81-34). Action Jan. 22.
- Kingwood, W.Va.—In response to a petition by Preston Communications proposed assigning 96.7 mhz to Kingwood as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-33). Action Jan. 22.
- Westover and Grafton, W.Va.—Granted petition for reconsideration by Craig L. Falkenstine and assigned 100.9 mhz to Westover and substituted 95.9 mhz for ch. 265A in Grafton, effective March 23 and modified the license of Conti Broadcasting Inc. for Station WQIT(FM) Grafton, W. Va., to specify operation on ch. 240A in lieu of ch. 265A. (BC Doc. 80-47). Action Jan. 23.
- Bountiful, Centerville and West Jordan, all Utah; and Rock Springs, Wyo.—Substituted 99.5 mhz for 105.5 mhz at Bountiful, assigned ch. 288A to Centerville as its first FM assignment, assigned 102.7 mhz to West Jordan, and substituted 104.5 mhz for ch. 258 at Rock Springs, effective March 23. (BC Doc. 80-95). Action Jan. 22.
- Ashland, Ore.—Assigned 105.1 mhz and 101.9 mhz and deleted 101 mhz from Ashland, effective March 30 and modified the license of KKIC(FM) Ashland to specify operation on ch. 270, in lieu of ch. 269A. (BC Doc. 80-122). Action Jan. 27.

Cable

- The following cable service registrations have been filed:

Applications

- Torrence Communications Inc. for Pearl, Brandon, Rankin, all Mississippi (MS0117, 110, 114) add signal.
- Center Cable TV Inc. for Center, N.D. (ND0051) add signal.
- Warner Amex Cable Communications Inc. for Crockett, Tex. (TX0047) add signal.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

*Special temporary authorization

**Includes off-air licenses